



Colorado CTE Course – Scope and Sequence

Course Name	International Marketing		Course Details	.5 semester long
			Course = 0.50 Carnegie Unit Credit	
Course Description	Enables the student to explore the international marketing for U.S. products, and to explore the increasing competitive international environment and recent changes in the environment that have challenged U.S. business. The course is designed to make the reader an "informed observer" of the global marketplace as well as enabling him/her to develop skills to make marketing decisions in a global context.			
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. Course aligns to the CCNS (MAR 240). Please contact your local community college for further information regarding opportunities for credit.			
SCED Identification #	12165	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allow for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.		
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills				

COURSE COMPETENCIES AND OUTCOMES

STANDARD COMPETENCIES

- I. Explain the importance of international marketing
- II. Evaluate the impact on marketing relative to the global political and economic environments.
- III. Discuss the role of social and cultural environment relative to a global market.
- IV. Examine the legal and regulatory environment relative to global issues.
- V. Analyze global information systems and the elements of marketing research.
- VI. Develop strategies for market segmentation, targeting and positioning
- VII. Discuss the implications of sourcing strategies: exporting and importing.
- VIII. Discuss and compare global market entry strategies.
- IX. Discuss the strategic elements of competitive advantages.
- X. Discuss the components of the product and analyze brand decisions relative to the product.
- XI. Discuss issues relative to pricing decisions.
- XII. Examine the global marketing channels and physical distribution
- XIII. Develop strategies relative to global marketing communication.



- XIV. Discuss the impact of advertising and public relation on global marketing
- XV. Discuss issues related to leading, organizing and controlling and the effects on a global market.

TOPICAL OUTLINE:

- I. Overview of International Marketing
- II. External Environment
- III. Marketing Research
- IV. Importing and Exporting
- V. Element of a Product
- VI. Distribution Channels
- VII. Advertising
- VIII. Public Relations
- IX. Marketing communication
- X Management issues (controlling, leading, and organizing)

CTSO Integration

FBLA:

- Marketing
- Global Business
- Political Science
- Introduction to Business
- Business Law
- Advertising
- Organizational Leadership
- Management Decision Making

DECA:

- International Business Plan